CANDY INDUSTRY MAGAZINE

SEPTEMBER 3, 1968

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PRODUCT, BIG AND SIMPLE in package reproduction, stands out in 1967 flexible packaging award winner in two categories for Mealtime Foods, Inc., Lebanon, Pa. Package producer: Milprint, Inc. Designer: Charles Hogg.

S-12 SNACK FOOD
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JUL 1968

Hershey bags take bows

HERSHEY, Pa.—New packaging material development has been adopted for two products by the Hershey Foods Corp. The double-barreled acceptance of the new semi-sweet and milk chocolate chip varieties has been helped by the colorful packages which provide maximum impact on crowded store shelves.

Printed by Milprint, Inc., Milwaukee, Wis., the packages employ sharp, vivid colors combined with product photography. The unique material, made of thermo-strip/biaxially oriented polypropylene, polylaminated to polymer coated cello, was approved by Hershey after extensive laboratory and field tests. The newly developed material combination features high cold weather durability and is suited for heavier packages. Rotogravure printed in seven colors, the bags received a Merit Award in the gravure printing category at the 12th Annual Flexible Packaging Association's award competition.

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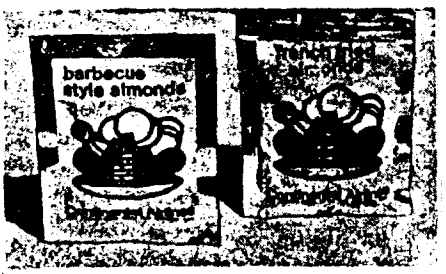
Tempt airy appetites

MILWAUKEE—Gaily designed tidbit pouches styled by modernistic treatment is credited with whetting the appetites of Continental Airlines passengers for more snacks than ever before. Following the success of the Smokehouse Cocktail Almond treats, two more giveaway snacks were added to the airline's meal service, French Fried Almonds and Barbecued Almonds. The nuts, supplied by California Almond Growers Exchange, are specially packaged in a laminated material, cello/poly/foil/poly, produced by Milprint, Inc. Freshness of the contents is maintained by taking a partial vacuum and then back flushing with nitrogen. This gives the pouches the protective value of a metal container. The result is a shelf-life of a full year instead of the 30-day duration of cellophane wrapped nuts.



Flexographically printed in six colors by Milprint, the distinctive package won a special Merit Award in the laminated and extrusion coated materials category of the 1968 National Flexible Packaging Association's award competition.

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